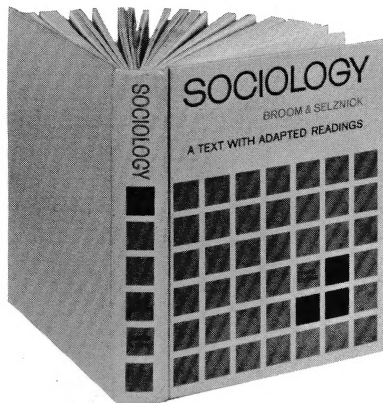


BROOM AND SELZNICK'S SOCIOLOGY provides a strong foundation for the sociology major; to the nonmajor, it presents a reliable and attractive introduction to sociology that he will value as part of his total studies.





Broom and Selznick set new standards for an introductory text when *SOCIOLOGY* was first published in 1955 — standards that were quickly accepted by sociologists. Features of the original have been repeatedly emulated, yet *SOCIOLOGY* has held its leadership as a teaching and learning tool. In three editions it has kept pace with sociological

developments, it has built on the best that it originally offered, and it has incorporated new advances in theory and research.

What Broom and Selznick brings to introductory sociology

It introduces a unique organization, integrating a full, original discussion with skillfully adapted readings.

It contributes to the teaching of sociology as an intellectual perspective and it faithfully represents sociology as a scholarly discipline.

It systematically uses sociological concepts and emphasizes the continuities and interrelations of key ideas and findings.

It incorporates simple research methods and discusses them in substantive contexts rather than in isolation.

It utilizes historically important studies and case reports.

A carefully designed text

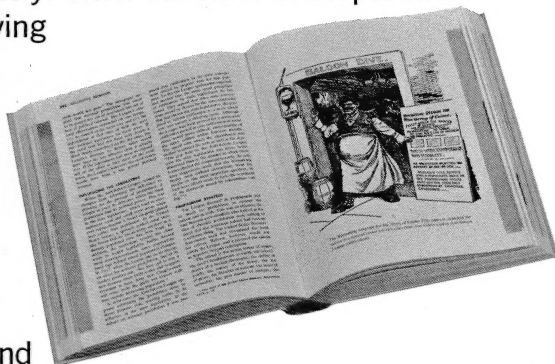
Perhaps the first impact of a book is its physical appearance. *SOCIOLOGY* is an attractive book because all of the elements are located so as to help the learning experience. It is a book *designed* to be taught with and learned from. Further, the adapted readings, which make up about one quarter of the book, are presented where they relate to the discussion, yet are set off for increased flexible use.

In the comprehensive textual discussion, the instructor finds an unusually clearly written, sophisticated statement of contemporary sociological thinking. In Part I this text develops the basic tools of sociological understanding and interpretation — the principles of

general sociology. They are then systematically applied in Part II to five substantive areas: The Family, Minorities, Crime, Religion, and Education. Part III deals with social change, both in advanced and modernizing non-Western nations, in three chapters covering Urbanization, Industrialization, and Government and the Social Order. The authors have through two revisions made numerous improvements, further clarified their presentation, and incorporated sound, new developments in sociology. Some adapted readings have necessarily been dropped to make a place for more current and effective teaching materials. (To facilitate the use of the text, an instructor's manual is available.)

A systematic textbook

Instructors recognize in Broom and Selznick a pedagogically systematic book. Sociological concepts, theory, and methods are presented clearly and accurately. Then the chief concepts are applied to specific areas. Having been clearly defined early in the book, the leading terms and ideas are familiar to the student when he encounters them later in the book.



Flexibility

Instructors who have used Broom and Selznick have found that it is flexible in meeting their special needs. The material is so organized that parts of the text or some of the adaptations may be omitted without destroying logic and continuity. Thus, the book may be readily used for one-semester courses or for longer ones and by students of differing skills and backgrounds. The authors have written the book to be taught and they expect the instructor to adapt the book to his own theoretical position and his understanding of student needs and interests.

Together, these main features combine to present a course of study that is pedagogically sound to the instructor and that motivates and challenges the student.

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